

Catalysts



What is a “catalyst”

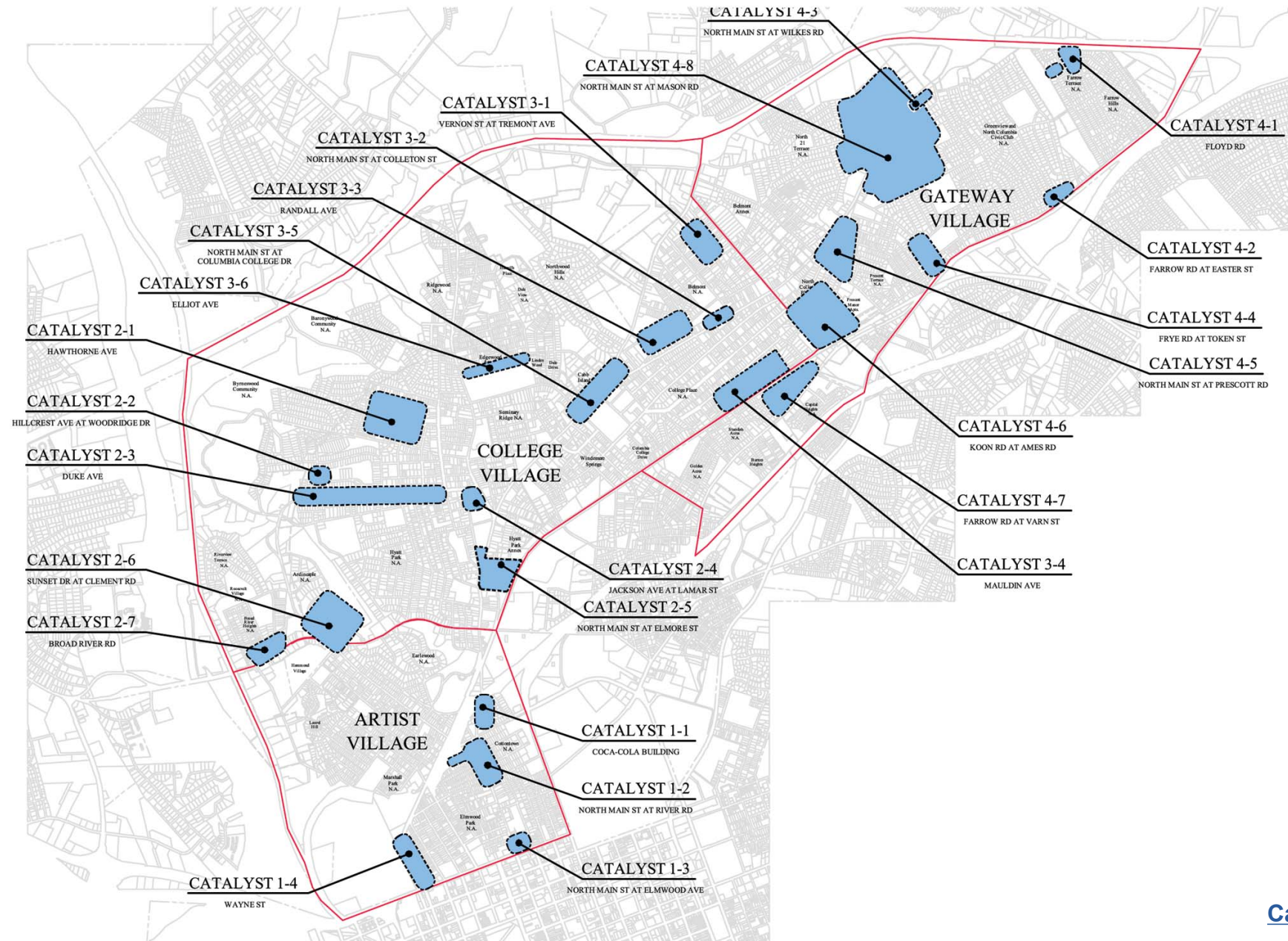
A catalyst provides the spark for significant change or action. Catalysts can be large scale projects such as major parks or entertainment venues or small projects such as several new homes within a struggling neighborhood. A catalyst can be a new streetscape program that demonstrates the municipality’s commitment for creating positive change. In summary, a catalyst project is a generator of development. It infuses positive change within an area with the intention that significant market driven development will follow. Development projects in transitional areas can finally tip the scale of change in a positive direction so that market forces take over to implement a community’s vision. A catalyst project can also be a stop-gap measure for neighborhoods in decline that need to halt the negative trends that have begun.

Many of the potential catalyst sites in North Columbia were identified during the public workshops. The desire for retail services within a walkable pedestrian friendly environment was identified as the most crucial development need of the community. Additional catalysts were identified by the development team during the physical and market analysis of the area. Others were identified by North Columbia Coordinating Committee members during a work session conducted in August of 2005.

In all, twenty eight catalyst projects were identified for investigation. These sites were evaluated based on development criteria that included:

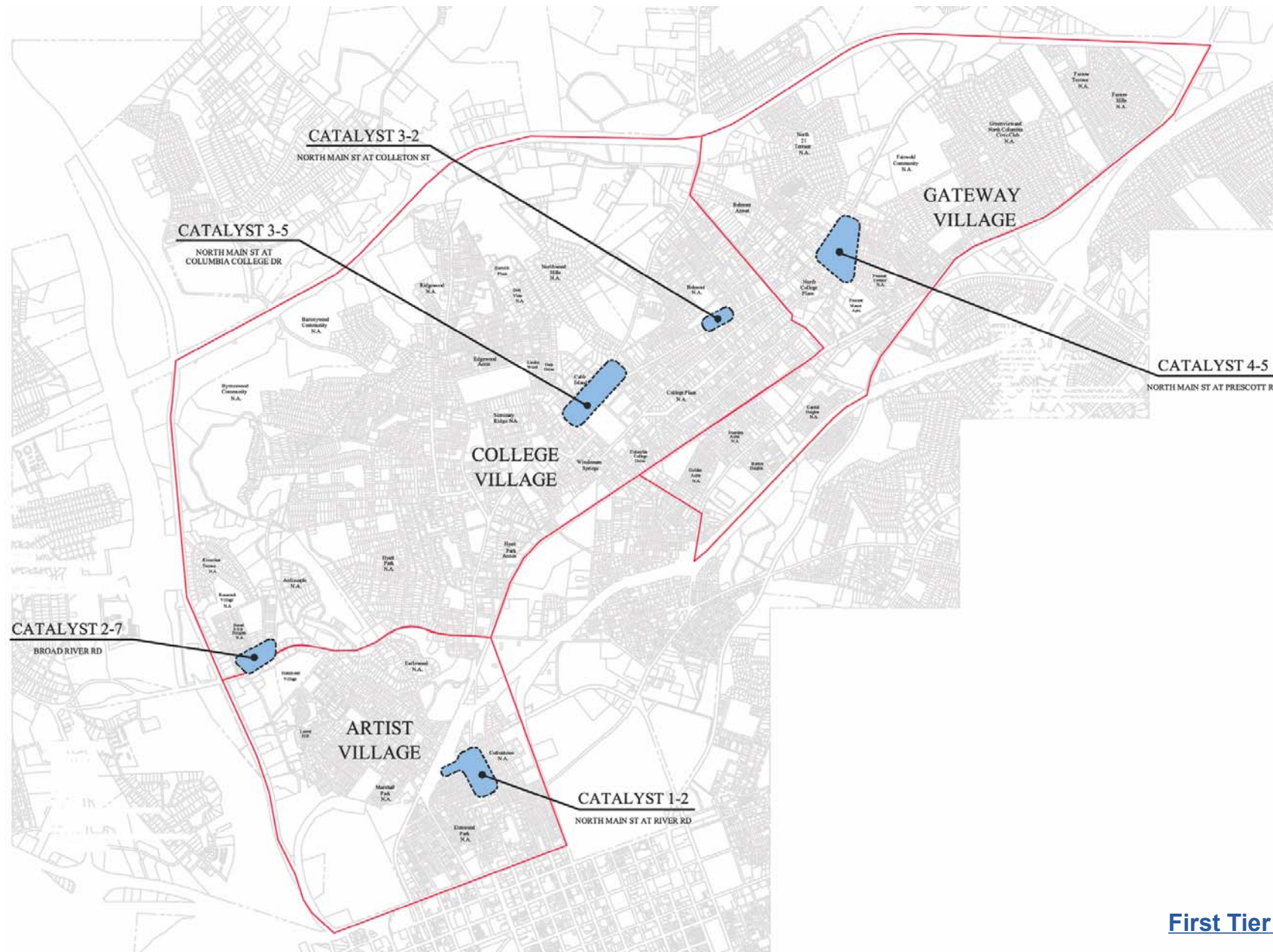
- ♦ Impact to the surrounding community
- ♦ Compatibility with adjacent lands uses
- ♦ Potential for generating additional development
- ♦ Marketability
- ♦ Impact on community tax base
- ♦ Accessibility and existing infrastructure

Of the original twenty eight catalysts, eleven catalysts were identified as second tier catalysts. These second tier catalysts were strong enough projects to foster significant positive impacts within the community. Concept plans and elevations were then developed and presented to the public as part of an open house in September 2005. **Based on comments from the open house and further development investigation, five projects were designated First Tier catalysts. First Tier catalysts are development projects that have the best opportunity to make a positive impact within the area, are the most feasible for implementation and are supported by the community. While five catalyst projects have been identified as First Tier development priorities, all twenty eight catalysts have been identified and reviewed as part of the North Columbia Master Plan.** These additional catalysts have been identified so as the First Tier catalyst projects are developed or obstacles surface during the development process, the process will continue smoothly with distinct projects that have had neighborhood input and are ready to be further investigated.



Catalyst Projects

Catalysts



First Tier Catalyst Projects

First Tier Catalysts

Catalyst 1-2 (N Main Street at River Drive)

Existing Conditions

This area at the intersection of N Main Street and River Drive is composed of a dated apartment complex, vacant asphalt parking lots and vacant/underutilized buildings. The site is approximately 12 parcels on eight acres and has a mix of commercial zoning types. It is adjacent to the formerly proposed Highway 277 road extension project that is currently vacant.

The participants from the public workshop sessions emphasized the need to make this area part of a larger park greenway system that would connect to the Three Rivers Greenway and downtown. This sentiment has been echoed by City Staff and is further supported by the proposed park system as part of the adjacent Bull Street redevelopment.

The catalyst site is bounded by the historic Elmwood Park neighborhood to the west and Cottontown to the east. According to the market analysis, these neighborhoods have the highest income and property values within the community.



Catalysts

Future Land Use

Even with the good economic buying power associated with the area, no quality retail services are located within the Artist Village. During the public workshops, the residents identified a need for a small mixed-use retail node, with an emphasis on attracting the arts community at a location within a short walking distance of their homes. The catalyst project would develop a mixed-use activity node at the intersection of N. Main Street and River Drive and become the center of the Artist Village. This intersection forms a development triangle, with Anthony Avenue being the northern edge. Included in this triangle would be retail components with an emphasis on small lifestyle shops, such as a coffee store, boutiques or galleries with residential or office on a second story. Live/work units would help to define the northwest corner of the development of the triangle. These units would take advantage of the views and open space created by the future greenway to the west. Additional retail and live/work units would be constructed on a mostly vacant former car lot fronting N. Main Street between Geiger Avenue and Anthony Avenue.

The existing apartment complex along River Drive would be redeveloped with owner occupied townhomes that also face the future park. Due to the apartment parcels small size and narrow width, an extension of Cedar Street along the future greenway's southern boundary is crucial in making this element of the catalyst feasible. An additional





Before-N. Main Street looking north at River Road



After-N. Main Street looking north at River Road

Catalyst 1-2 N. Main Street at River Road

| Item | Cost |
|------------------------|----------------------|
| Land Acquisition | |
| Street Improvement | \$ 296,400 |
| Site Development | \$ 1,408,270 |
| Building Construction | \$ 8,770,000 |
| Architectural Fees | \$ 877,000 |
| Engineering Fees (10%) | \$ 170,467 |
| Consultant Fees (15%) | \$ 255,701 |
| Contingency (20%) | \$ 2,094,934 |
| Catalyst Total | \$ 13,872,772 |

These estimates of quantities, design fees and probable construction costs are for planning purposes only. FAJC/JJG does not guarantee that proposals, bids or construction costs will not vary from these cost

benefit to extending Cedar Street to Anthony Avenue is the increased street connectivity within Elmwood Park and increased community access to the park. Accompanying the new construction, the rehabilitation of some existing structures within the activity node, such as the concrete facade, retail building at the intersection of N. Main Street and Summerville Street, into an artist studio and gallery. This will provide additional exhibit space with a lower rental rates than new construction that could attract artists. In addition, the newly renovated Fire Station Number Seven adds a stable civic component to this catalyst project.

Urban Design

A dramatic focal point for this catalyst is the triangle at the intersection of N. Main Street and River Drive. Currently this triangle is a parking lot for a dry cleaners. This area would be enhanced as a public greenspace. This space, as viewed from traffic leaving downtown Columbia traveling north, would serve as the gateway to the not only the Artist Village, but to all the communities of North Columbia. Another key component to this catalyst reaching the vision desired by the community is the development of a pedestrian friendly environment, where residents and visitors, can casually walk from one shop or activity to another. Locating parking to the rear of buildings and addition of generous sidewalks with street lighting and street trees are vital elements in creating a sense of place.

Catalyst 2-7 (Broad River Road)

Existing Conditions

The Broad River Road catalyst is located adjacent to the Broad River Heights community of Richland County. Located on approximately nine parcels that total more than nine acres, the site is bounded by Broad River Road to the south, Hart Street to the north, Pearl Street to the east and Gibson Street to the west. The site is currently occupied by lower tier retail uses including car care services and numerous vacant parcels.

The site is partly under the City of Columbia jurisdiction and partly under Richland County jurisdiction. To the north, the existing Roosevelt Village public housing project has been vacated. A proposed redevelopment plan has recently received approval for development. Called the Village at River's Edge, this development will be a mixed use project with a focus on providing varying kinds of housing types.



Future Land Use

The Broad River Road catalyst would capitalize on the Roosevelt Village redevelopment project to the north and its close proximity to the Three Rivers Greenway to the west to help reinvigorate the Broad River Heights community. The catalyst would be a joint venture between the City of Columbia and Richland County to further spur reinvestment in this area of the community. The catalyst would provide a variety of housing types and create a gateway to North Columbia from the western suburbs along Broad River Road.

The site plan proposes a higher density residential element, such as townhomes, facing Broad River Road. The parking for the townhomes would be accessed from the secondary streets of Pearl Street and Gibson Street. Parking would be internal to the development, and the frontage of the buildings would be oriented toward Broad River Road, Pearl Street and Gibson Street. By fronting the major street of Broad River Road, an identity is given to the Broad River Heights community along. This arrangement also creates an identifiable gateway to the North Columbia community.





Before-Broad Street looking northeast



After-Broad Street looking northeast

Urban Design

Another key element is the development of a defined streetscape along Broad River Road. The separation between pedestrian and vehicular traffic utilizing street lights, street trees and sidewalks is important to creating an environment in which people feel safe walking to and from the greenway. To buffer the existing single-family community from the newer high intensity residential component, single-family homes would be built along Hart Street. These homes will create an identifiable edge between the single-family fabric of Broad River Heights and the traffic corridor.

Catalyst 2-7 Broad River Road

| Item | Cost |
|------------------------|----------------------|
| Land Acquisition | |
| Street Improvement | \$ 1,109,376 |
| Site Development | \$ 1,142,400 |
| Building Construction | \$ 12,640,000 |
| Architectural Fees | \$ 1,264,000 |
| Engineering Fees (10%) | \$ 114,240 |
| Consultant Fees (15%) | \$ 171,360 |
| Contingency (20%) | \$ 2,978,355 |
| Catalyst Total | \$ 19,419,731 |

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Catalyst (3-2) N. Main Street at Colleton Street

Existing Conditions

The site, located on a little more than two acres is currently zoned Urban Transitional District. It consists of numerous dated and sub-standard apartment buildings with some commercial uses.

The site faces N. Main Street to the southeast, Colleton Street to the northeast and is adjacent to a large multi-family tract to the northwest or rear of the property. The apartments are separated from the sidewalks of N. Main Street by a large parking lot void of any landscape treatment.



Future Land Use

The catalyst would look to redevelop the apartments with townhomes that better compliments the existing single-family homes on N. Main Street. These homes are transitioning to commercial and or professional office uses. As a gateway to the Belmont Neighborhood, Colleton Street currently provides an unflattering view of the community.

This catalyst would change that perception. Many of these townhomes would be developed with detached garages that could support “granny flats” Granny flats, often small apartments separated from a main house, provide opportunities for residents to rent small apartments or have home offices. With close proximity to Columbia College, this type of space often appeals to college students or family members.



Urban Design

Instead of viewing large parking lots from N. Main Street as is the case with the current apartment configuration, the townhomes would be placed closer to N. Main Street so that front doors are visible from the street and parking is hidden behind the buildings to create a pedestrian friendly environment. The need for additional curb-cuts along N. Main Street will be eliminated and vehicular safety will be enhanced by directing the vehicular access to the townhomes from Colleton Street.



Before-N. Main Street at Colleton Street

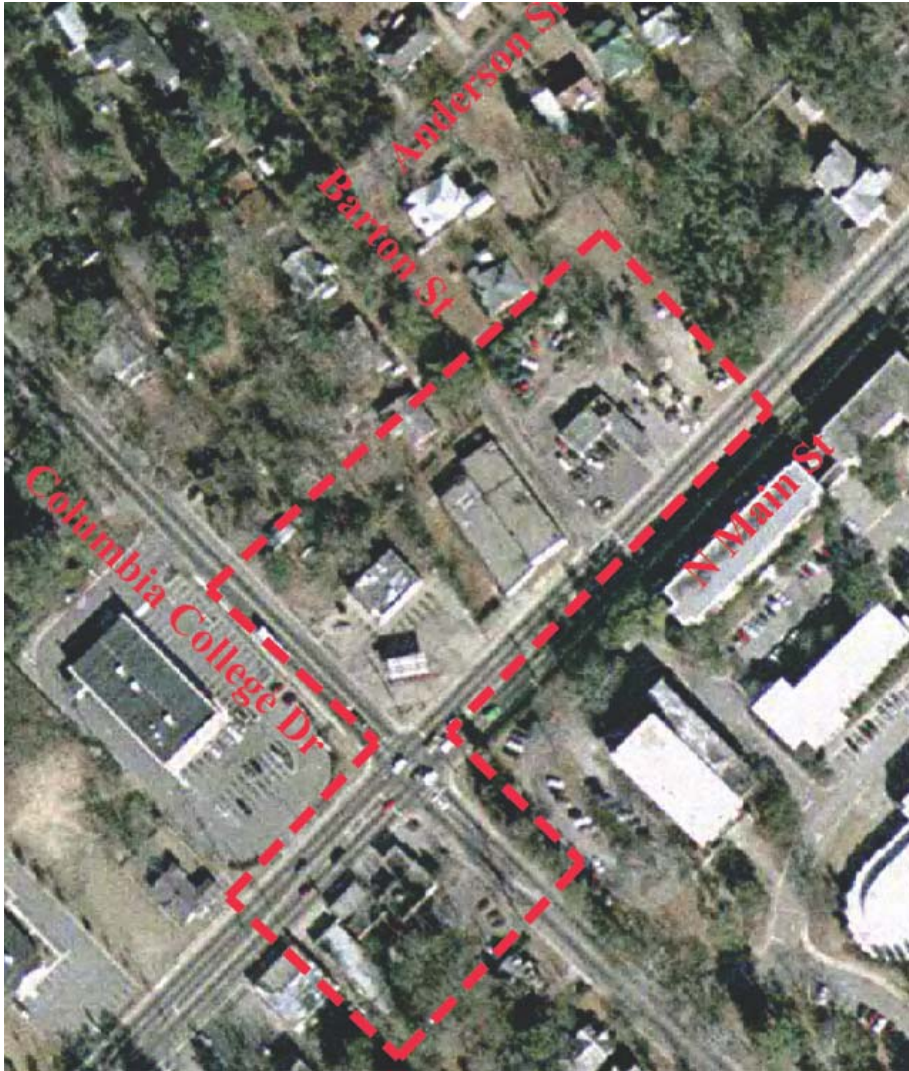


After-N. Main Street at Colleton Street

Catalyst 3-2 N. Main St at Colleton St

| Item | Cost |
|------------------------|---------------------|
| Land Acquisition | |
| Street Improvement | \$ 51,360 |
| Site Development | \$ 334,500 |
| Building Construction | \$ 2,400,000 |
| Architectural Fees | \$ 240,000 |
| Engineering Fees (10%) | \$ 38,586 |
| Consultant Fees (15%) | \$ 57,879 |
| Contingency (20%) | \$ 557,172 |
| Catalyst Total | \$ 3,679,497 |

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Catalyst (3-5) North Main Street at Columbia College Drive

Existing Conditions

The site for the N. Main Street at Columbia College Dr catalyst project is located on approximately eight acres within the Cabb Island and Windemere Springs neighborhoods. This intersection is the gateway to Columbia College, a small private women's college with 1,300 full time students and growing evening program.

Currently zoned commercial, the catalyst sites are occupied by a lower tier gas station, a vacant lot and a car repair shop at the northeast corner of the intersection and a former commercial structures at the southwest corner of the intersection. A new CVS Pharmacy located at the northwest corner of the intersection and Columbia College occupying the southeastern corner provides an anchor for the "College Corner".



Future Land Use

The catalyst would strive to capture an otherwise untapped market within College Village; the college student. Students do not currently have a place to eat, shop or hang out the community. The development of this intersection into a mixed-use node would serve this student population and provide an additional venue for the residents of Cabb Island, College Place and Windemere Springs neighborhoods to interact.

The development would include retail components that would provide student oriented services, such as a coffee shop, small restaurant and office supply store. A second floor component would include offices that might cater to the college community or provide loft living for students. Foremost, this intersection becomes the gateway to the College Village.



Before-Northeast corner of N. Main Street at Columbia College Drive



After-Northeast corner of N. Main Street at Columbia College Drive

Catalyst 3-5 N. Main Street at Columbia College Drive

| Item | Cost |
|------------------------|---------------------|
| Land Acquisition | |
| Street Improvement | \$ - |
| Site Development | \$ 430,710 |
| Building Construction | \$ 2,530,000 |
| Architectural Fees | \$ 253,000 |
| Engineering Fees (10%) | \$ 43,071 |
| Consultant Fees (15%) | \$ 64,607 |
| Contingency (20%) | \$ 592,142 |
| Catalyst Total | \$ 3,913,530 |

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Urban Design

Capturing on the N. Main Street streetscaping project, the proposed buildings would engage the street with expanded sidewalks and parking located in the rear of the buildings. To encourage pedestrian traffic from the campus, the catalyst should develop designated crosswalks and include small outdoor patios or gathering spaces in front of the buildings. These open spaces along N. Main Street would further reinforce a pedestrian friendly environment. These elements will be important to fulfill the needs of students looking for convenience and variety and residents who need local services.

The intersection also becomes a natural traffic calming measure which has two benefits. One is the increased safety to students crossing N. Main Street. Second, slower traffic would allow drivers to visually browse the retail establishments, leading to additional patrons for the development.



Catalyst (4-5) N. Main Street at Prescott Road

Existing Conditions

Located at the intersection of N. Main Street and Prescott Road in the Fairwold Community of North Columbia, the site is approximately 15 acres and is currently occupied by commercial strip center, an existing Eckerd Pharmacy and several vacant lots. The strip center is outdated and the existing parking lot is oversized and devoid of any tree cover. The stores contain mostly lower tier tenants. The larger vacant lot to the south of the strip center has been graded flat but has never been developed. The freestanding Eckerd is on a triangle at the southwest corner of the site. This building is oriented at traffic coming from the north along N. Main Street.

The Eckerd building and shopping strip parcel provide almost a quarter mile of road frontage along N. Main Street. At the southeast corner of the property is a substandard commercial building that has a negative affect upon the adjacent single-family neighborhoods. The southern boundary of the property is Prescott Rd which is a minor cut through road between N. Main Street and Farrow Road.



Future Land Use

The catalyst project would capture a small retail market that is underserved in this part of the Gateway Village. It would also provide new residential opportunities. Additional retail buildings should work with the Eckerd Pharmacy to utilize some of their existing parking. This retail space would be developed along N. Main Street at the Eastman St intersection with complimentary structures and uses. The increased retail would “frame” the corridor along N. Main Street and create a more inviting place to shop. It would also bring sense of place to the Gateway Village.

Medium density residential units, such as townhomes, should be developed to the east of the new retail plaza. This added density and increased housing opportunities will help attract new homebuyers to the community as well as add additional residents to support the additional retail. The close proximity to the retail services would allow residents of the townhomes to walk to these services. To buffer this new higher intensity development from the existing single-family neighborhood, new homes would be built along Koon Road at the eastern edge of the catalyst site.

Catalysts



Before-N. Main Street looking south at
Colonail Drive



After-N. Main Street looking south at
Colonail Drive

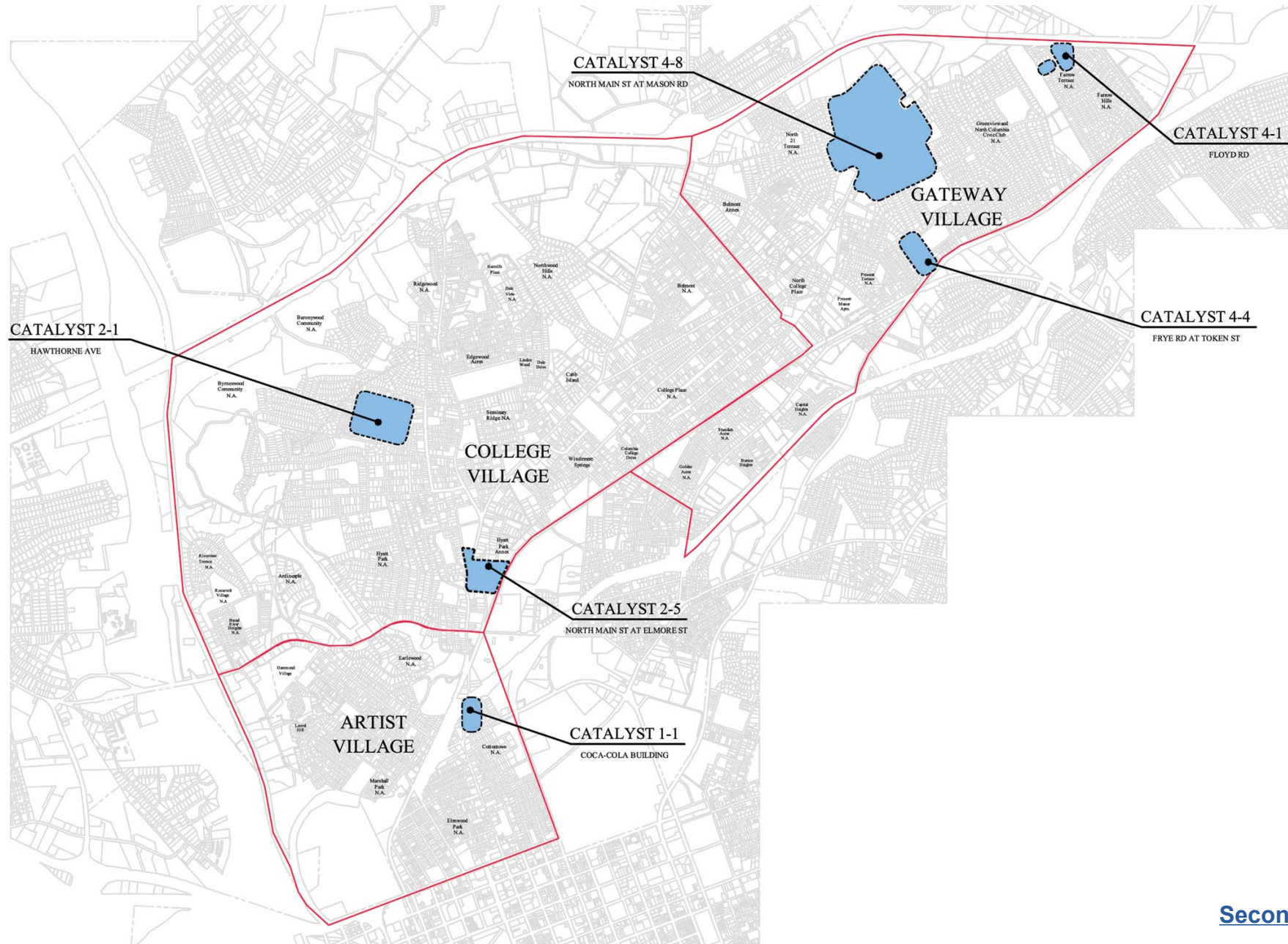
Urban Design

In order to facilitate access to the new development while meshing with the existing neighborhood, Eastman Street has been extended east across N. Main Street and through to Koon Road. In addition McKay Street has been extended north into the new development and Colonial Drive has been realigned to intersect with Eastman Street rather than the confusing existing five way intersection with N. Main Street. This increased interconnectivity allows more convenient internal mobility for both vehicular and pedestrian traffic. It also allows for a safer pedestrian friendly environment for new residents and the residents of the adjacent Fairwold community. A small pocket park, located at the center of the catalyst site, would provide a small community gathering space for new residents and an identity for the node. New sidewalks, street trees, lighting create and streets with curb and gutter create an atmosphere that encourages pedestrian movement. The parking for the retail areas should include shade trees to further enhance the aesthetic quality of the development. The new retail buildings should allow easy pedestrian access from the parking areas to the building. However, the emphasis should be on creating entryways that engage with N. Main Street and Eastman Street.

Catalyst 4-5 N. Main St at Prescott Rd

| Item | Cost |
|------------------------|----------------------|
| Land Acquisition | |
| Street Improvement | \$ 1,066,500 |
| Site Development | \$ 1,800,030 |
| Building Construction | \$ 12,590,000 |
| Architectural Fees | \$ 1,259,000 |
| Engineering Fees (10%) | \$ 286,653 |
| Consultant Fees (15%) | \$ 429,980 |
| Contingency (20%) | \$ 3,091,306 |
| Catalyst Total | \$ 20,523,469 |

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Second Tier Catalysts

Catalysts

Second Tier Catalysts

Catalyst 1-1 (Coca-Cola Building)

Existing Conditions

The former Coca-Cola building is located on approximately five acres fronting N. Main Street adjacent to the Cottontown neighborhood. Located on the top of a hill as N. Main Street drops in elevation to cross under a wooden railroad trestle, the site is currently zoned light industrial and is used as a public storage facility. The site is bounded by the N. Main Street to the west, the Southern Railway line to the north, Marion St to the east and single-family homes to the south along Anthony Avenue.

With its high elevation, the site offers expansive views west towards the existing Hwy 277 right of way. This right of way within the Elmwood Park community was identified as an area for a future greenway that would connect downtown to the south and Earlewood Park to the north. Many of the existing buildings consist of generic metal siding or concrete block materials, but the central building is a good example of modern industrial warehouse design.





Development Project

This catalyst would be ideal to build upon the “Artist Village” vision described by residents during the public workshops. The preservation of the main building and development of the site into a live/work community focusing on creating studio space for artists and designers would give movement to this vision. Due to a lack of windows of the main building, this space would be ideal for studio space, lighted by sky lights; thus preserving the integrity of the existing structure. Non-descript parts of the remaining buildings could be removed and replaced with live/work buildings that face N. Main Street. These units would provide studio or office space on the lower floor and residential living above. By orienting them towards N. Main Street, these buildings would take advantage of the views provided by the future greenway while reinforcing the pedestrian friendly environment created by the N. Main Street streetscape project. Parking would be located internally to the development and screened by the buildings from N. Main Street.

To buffer this new higher density development from the existing neighborhood of Cottontown, single-family homes would be built fronting Marion Street similar in style and scale to the adjacent homes.

Catalyst (2-1) Hawthorne Avenue at Wildsmere Road

Existing Conditions

Located within the northern part of the Hyatt Park neighborhood, this catalyst project is located on eighteen parcels totaling eleven acres. The site is predominately vacant property and deteriorating homes surrounding a large vacant parcel that appears to have been a detention structure at one. The topography of the large parcel is dramatic and the lot is overgrown with vegetation and not maintained. The homes on some of the parcels are generally small and are located on small lots.



Development Project

This area of the Hyatt Park neighborhood does not have any public open space. Hyatt Park is about a mile to the south. The catalyst for this project is the development of new single-family homes centered on a small neighborhood park. By developing a park, it would give this area of the neighborhood an identity or focal point, as well as providing a public gathering space that would promote interaction between residents. To create a useable open space, the boundaries of the park would extend beyond the existing large vacant lot north to Hanover Street and east to Eunice Avenue. This expansion allows for a more useable space for neighborhood gatherings and recreation while preserving the existing area of difficult terrain. It also provides added security to park. The park would now be visible and accessible from all sides from public streets. The park would include a shelter, open field tot lot and walking trails.

In addition to the park, eight new homes would be built on exiting lots that face the park. These homes provide an added layer of safety by creating “eyes on the street”. The park creates an amenity area that might attract for future homebuyers and provides a new sense of place for existing residents.



Catalyst (2-5) N Main Street at Elmore Street

Existing Conditions

Located adjacent to the North Main Plaza mixed-use project within the Hyatt Park Annex neighborhood, the N. Main Street catalyst is currently a mixture of residential homes, industrial and vacant properties. The site, located on four acres and approximately thirteen parcels, is zoned residential, commercial and light industrial. To the northeast of the site, the former South Carolina Department of Transportation (SCDOT) property is currently being investigated as a future townhome development. To the northwest of the site is the North Main Plaza, a two story mixed-use development that has completed phase one of a three phase project. The site is also less than two blocks from Hyatt Park, the geographical center of the “College Village”.



Development Project

This catalyst would capitalize on the redevelopment momentum created by the N. Main Plaza by providing new higher density housing, such as townhomes that along with the redeveloped SCDOT property to the northeast, would increase the existing residential mass that is necessary to support the additional phases of the North Main St Plaza. In turn, the existing and proposed retail spaces and close walking distance to Hyatt Park and South University become attractive options for prospective homeowners including students and young professionals.

The townhomes would vary in style and scale, with some units being developed at the entry level prices and others being developed to attract a higher end market. Larger townhomes might include a detached garage or “granny flats” that would provide the opportunity for rental income. These townhomes would be accessed from an internal driveway, in order to maintain a safe and inviting pedestrian friendly walking experience to the park and retail services.





Catalyst 4-1 (Floyd Drive)

Existing Conditions

The site is located within the Farrow Terrace neighborhood of North Columbia. The site contains two vacant parcels on seven acres. The largest parcel is bordered by Floyd Drive to the east and south, I-20 to the north, and single-family homes to the west. Originally a sewage lagoon during the development of the community, the lagoon was filled in the 1970's as city sewer lines reached the neighborhood. There is a gas easement that runs parallel to Floyd Drive. The second smaller parcel is adjacent to Greenview Park to the west and fronts on N. Campanelle Road to the east. Area residents are currently using this lot for parking.

Development Project

Environmental soil conditions will determine if this catalyst is feasible. If those results are favorable, the site would be developed with single-family homes that blend into the existing neighborhood. The newly renovated Greenview Park, Greenview Elementary and Sanders Middle School are also positive amenities that are located within a short walking distance of the site. The second parcel should be developed with two single-family homes to complete the single-family fabric of the street. With the extra depth of the second parcel, Greenview Park could be extended to make a physical connection with a pathway to N. Campanella Street. This connection would allow residents within the surrounding area to walk to the park in a more direct manner. It would also preserve additional greenspace for the neighborhood.

If the environmental conditions do not favor new development, the parcels should be converted into park space and maintained by the City's Parks department. The smaller lot is overgrown and could be directly connected to Greenview Park. The larger property, although maintained as a grassy field, would benefit from additional design elements such as landscaping and shade trees with pedestrian lighting, benches and sidewalks.



Catalyst 4-4(Frye Road at Token Street)

Existing Conditions

Located within the Fairwold Community, the site is bordered by Farrow Road to the east, Frye Road to the north and single-family homes to the remaining sides. The Pendergrass School is directly north of the site. Zoned residential and commercial, the site has single-family homes in various stages of neglect, trailer homes, an auto junkyard and vacant parcels. Frye Rd is a major cut through street between N. Mina Street and Farrow Road.





Development Project

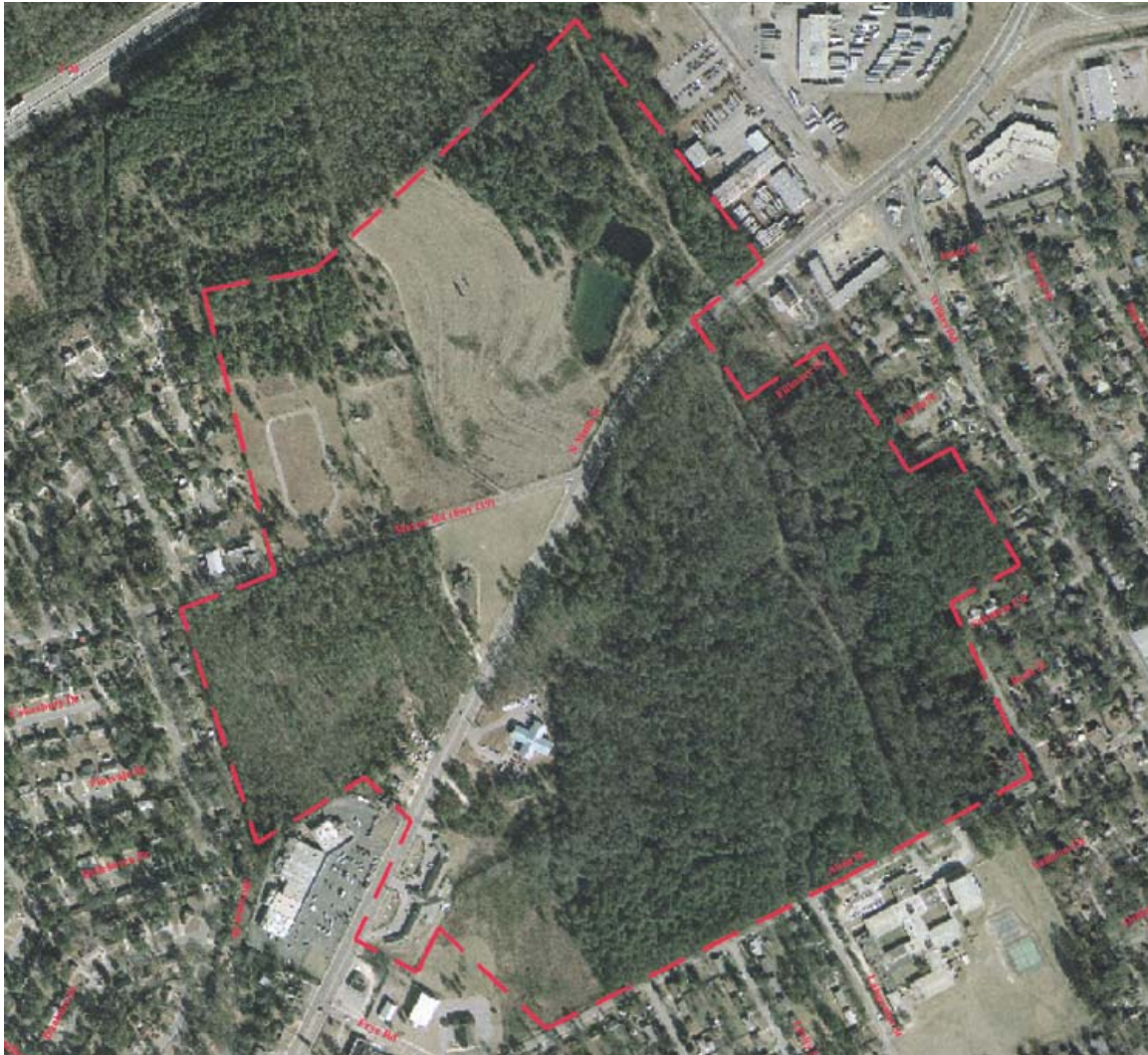
The surrounding area includes single-family homes in fair to good shape. As identified during the public workshops, the residents would prefer to maintain the single-family fabric of the community. The catalyst project would redevelop the site as single-family homes that are similar in scale and style to the surrounding community. Due to the amount of traffic along Frye Road and the lack of parcel depth, single-family homes would face Dairy Street with a buffer to the rear of the lots separating Frye Road from the single-family homes. These new homes would fill in a void within the single-family fabric of the community.

A small pocket park would be developed at the triangle end of the site with a neighborhood community marker. With close proximity to a school, the new single-family homes would appeal to potential homeowners who want to be in the Fairwold community.

Catalyst 4-8 (N. Main Street at Mason Road)

Existing Conditions

The N. Main Street at Mason Road catalyst project is located within the Fairwold and Greenview Neighborhoods of North Columbia and the North 21 Terrace community of Richland County. Located on +/- 145 acres of undeveloped property, the site has gradual topography with an existing stream and large lake. The site is bisected by N. Main Street north to south and Mason Road east to west. The property is adjacent to the Montieth School to the north as well as the Pepsi Bottling Plant. To the south is a traditional strip center.

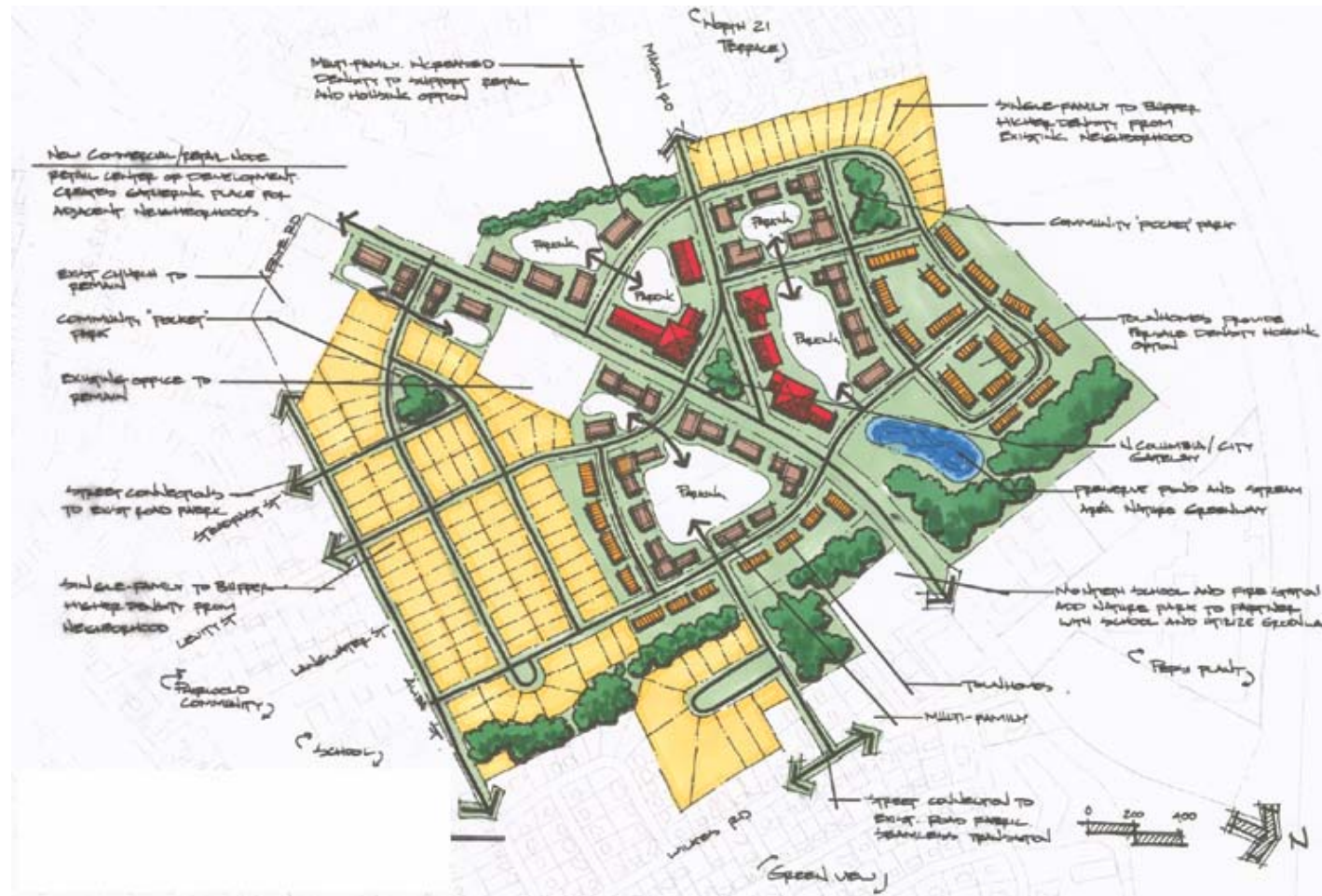


Catalysts

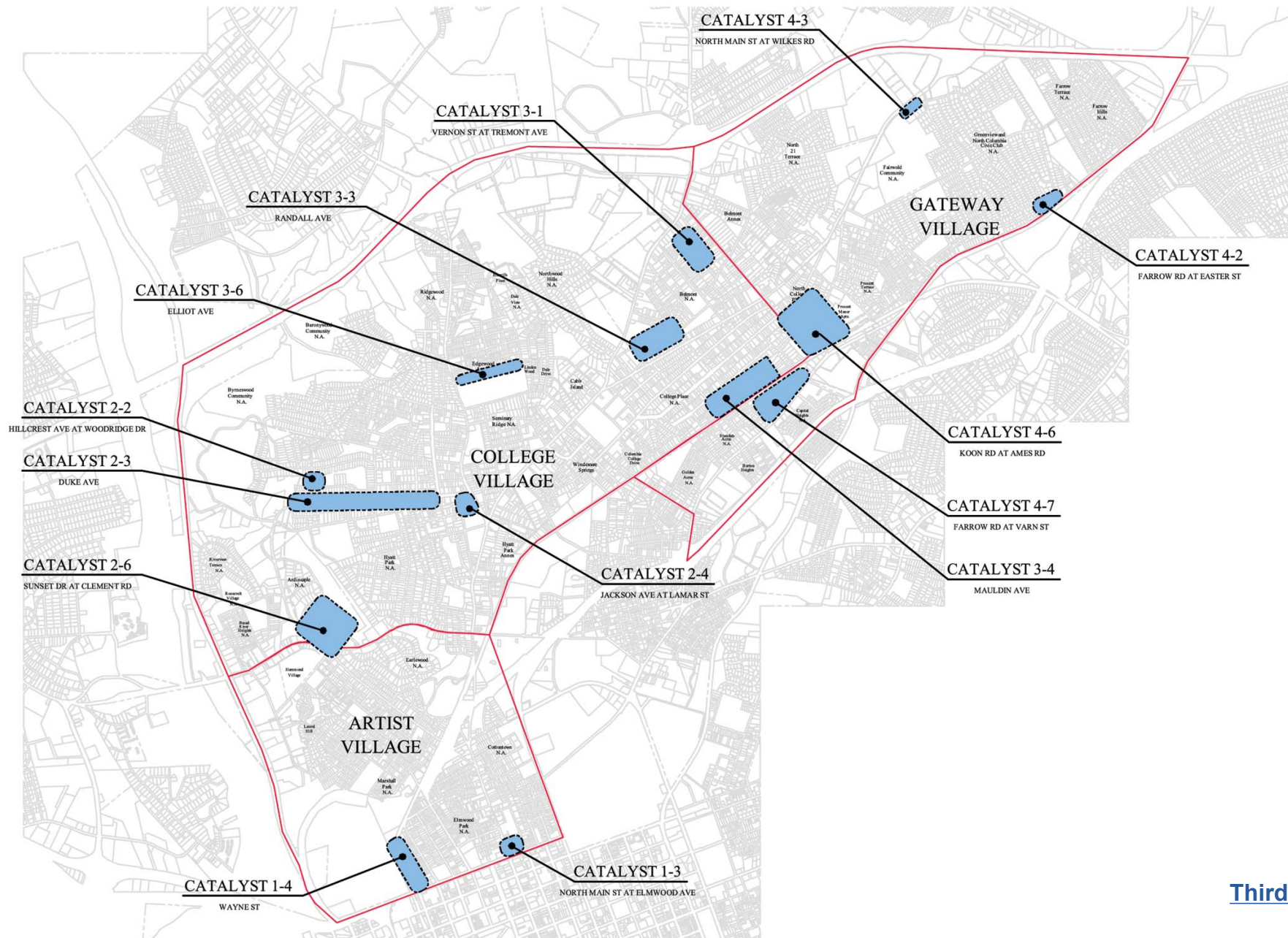
Development Project

With such a large tract of land, the catalyst project would focus on developing the site as a whole, rather than individual parts. The center of the development would be the retail node at the N. Main Street and Mason Road intersection. This node would provide much needed retail services to the Gateway Village. Higher density housing, such as multi-family or live/work units would be developed within close proximity to the retail spaces. This would allow more residents the opportunity to walk rather than drive to the retailers. This would also increase pedestrian traffic along N. Main Street which improves the perception of the area as walkable community. Medium density housing would be located to the interior of the development with single-family homes buffering the higher density uses from the existing single-family neighborhoods. Good street connectivity would allow for improved internal vehicular and pedestrian mobility as well as allowing adjacent residents to walk to the retail services. This creates a more pedestrian friendly environment and blends the distinction between new development and the existing neighborhood.

The preservation of the existing lake as a public open space and the stream area as a nature park provide large open spaces for residents to gather. Small pocket parks within the proposed single-family fabric would be developed to provide a greenspace for residents.



Catalysts



Third Tier Catalysts



N. Main Street at Elmwood Avenue



N. Main Street at Elmwood Avenue

Third Tier Catalysts

Catalyst 1-3 (N Main Street at Elmwood Avenue)

Located at the busy intersection of N. Main Street and Elmwood Avenue, this site is the first gateway to North Columbia from the Central Business District (CBD). The site is currently a vacant car lot and contains several light industrial buildings. The property is zoned both commercial and residential. The site was identified during the public workshops as an ideal location for a small “neighborhood” grocery store. The retail development would benefit from the high traffic volumes associated with N. Main Street and Elmwood Avenue. The success of a grocery store at this location will be heavily dependent on the Bull Street Redevelopment to the east and its proposed grocery store. To enhance the gateway to North Columbia and create a pedestrian friendly environment, the buildings would be placed closer to the street and parking located behind the building. The existing retail development on the western side of N. Main Street already engages the street. These two developments would frame the street as a gateway.

Catalyst 1-4 (Wayne Street)

Located within the neighborhood of Elmwood Park, the site does not currently reflect the historic elements of the neighborhood. Light industrial businesses and vacant properties currently occupy the site. It is currently zoned for light industrial and residential. The catalyst would capitalize upon the single-family character of Elmwood Park and the potential greenway along the abandoned Hwy 277 right of way that connects the downtown Columbia to the south and Earlewood Park to the north. The catalyst would be a higher density residential project, such as owner occupied townhomes or zero setback lot line homes that might appeal to young professionals or empty nesters looking to live close to the downtown and park space. The Logan School is within a few blocks of the catalyst. The building style and scale should be similar to that of Elmwood Park. Parking should be hidden to the rear or sides of the new homes with direct sidewalk connections to Wayne Street.



Hillcrest Avenue at
Woodridge Drive



Duke Avenue

Catalyst 2-2 (Hillcrest Avenue at Woodridge Drive)

Located within the northern half of the Hyatt Park neighborhood, the site is located on two parcels at the intersection of Hillcrest Avenue and Woodridge Drive and is zoned residential. One parcel is vacant while a second parcel is occupied by a small home that appears to be uninhabited. The site is surrounded by single-family homes including four new infill homes on Woodridge Drive. This catalyst would take advantage of the positive momentum created by the creation of the new homes. The catalyst project would develop three homes facing Hillcrest Avenue with a fourth facing Woodridge Drive. The catalyst, along with the new infill homes, would bring stability to this intersection within this area of Hyatt Park.

Catalyst 2-3(Duke Avenue)

The Duke Avenue catalyst is located within the Hyatt Park neighborhood of the College Village. Duke Avenue is a major cut through road between Monticello Road to the east and Broad River Road/Sunset Drive corridor to the south. Even though the street is lined by predominately single-family homes, the street is extremely wide, with unusual traffic shoulder configurations. The configuration of this street environment results in faster moving traffic. Consequently, traffic is having a negative impact on the homes along this corridor. This catalyst identifies thirty lots and/or homes in need of new construction or renovation. In addition to house construction, Duke Avenue should be retrofitted into a more residential street in order to change the perception of not only the Duke Avenue corridor but also the appearance of the surrounding neighborhood. Streetscaping elements would include landscape bulb-outs at key intersections to “pinch” or slow traffic, curb and gutter, lighting and street trees. Sidewalks will allow residents a significant physical separation from the street. Additionally, it would allow residents to be and feel safe from traffic when walking to Hyatt Park or the post office. All these elements mentioned above will help slow traffic and enhance the quality of life for residents along this corridor.

Catalyst 2-4 (Jackson Avenue at Lamar Street)

The catalyst project is located at the intersection of Lamar Street and Jackson Avenue in the Hyatt Park neighborhood. The site contains various uses including a post office, retail space, single-family homes, outdated apartment buildings, a church and some vacant parcels. The site is zoned both residential and commercial. The site faces the renovated Eau Claire Town Hall to the east and Hyatt Park to the south.



Jackson Avenue at Lamar Street



Sunset Drive at Clement Road

The surrounding Hyatt Park neighborhood consists of predominately single-family homes. The catalyst would remove the existing substandard apartments and replace them with townhomes that would continue along Jackson Avenue towards Monticello Road. These owner occupied townhomes would be more compatible with the surrounding single-family community and would “frame” the northern end of Hyatt Park. The townhomes would appeal to young professionals or empty nesters who don’t want the maintenance associated with a yard, but would prefer access to greenspace for recreation and gatherings. The catalyst project would also renovate the existing single-family homes along Lamar Street to compliment the homes across the street. The multi-family homes located on the western side of Lamar Street would be redeveloped as single-family homes that would blend into the existing residential fabric..

Catalyst 2-6 (Sunset Dr at Clement Rd)

Located at the intersection of Clement Road, River Drive, Sunset Drive and Broad River Road, the site consists of a nearly vacant strip center fronting Sunset Drive. The site is bordered by a outdated apartment complex to the north and east. The site is within close proximity to the Ardincaple, Broad River Heights, Earlewood, and Hyatt Park neighborhoods. The catalyst site property is zoned commercial. The strip center is known locally as the “Bingo” Place, but was the site of a former A& P grocery store. Due to steep topography, there is no vehicular access between the retail development and the adjacent apartment complex. The property offers great visibility from Sunset Drive and Broad River Road.

The public workshop process stressed a need for a national-chain grocery store and identified this site as an ideal location. The catalyst would be redeveloped as a retail node with a potential for residential, such as apartments or townhomes, or with office components. The grocery store would be placed in approximately the same location of the existing store. Outparcels or liner shops would be developed along Sunset Drive so that the buildings entrances would face Sunset Drive. These buildings could be two-story with office or residential space above. The linear shops would provide a strong visual experience for motorists while reinforcing a more pedestrian environment than traditional commercial developments. Parking and the large expanse of the grocery store would be hidden from view. Good signage will be an important component of this catalyst. The signage will provide the necessary visibility required for a grocery store chain to be comfortable with a lack of main roadway frontage.



Randall Avenue

Catalyst 3-3 (Randall Avenue)

Located within the neighborhood of Belmont, the site is bordered by Craven Street to the west, Spalding Avenue to the north and Randall Street to the south. This area has already begun its own renaissance. The Eau Claire Development Corporation (ECDC) has removed many sub-standard homes from the area and is in the process of developing twenty-two new homes along Randall Avenue. In addition, new drainage pipes have been installed to alleviate the flooding issues associated with the area. The catalyst for Randall Avenue is more of a completion of the process begun by ECDC. To help anchor the redevelopment and provide an amenity to the neighborhood, the catalyst project would be the development of a small neighborhood park. At the southern end of the ECDC project, the drainage line location prohibits the development of new homes. Upon this parcel a neighborhood or pocket park would be developed. As identified by residents during the public workshop sessions, the Belmont neighborhood is devoid of any public gathering spaces. This park could serve the southern portion of the neighborhood. Components of the park would include a tot-lot for children to play and an outdoor gathering space for neighborhood events and cook-outs. The park's visibility and accessibility from three sides by public streets will assist in fostering park safety.



Mauldin Avenue

Catalyst 3-4 (Mauldin Avenue)

Located within the College Place neighborhood between Colleton Street and Standish Street, Mauldin Avenue is not a street that reflects the majority of the neighborhood. The street includes outdated apartment complexes, with some units vacant and boarded up. Many of the surrounding single-family homes are being negatively influenced by these apartments. Towards the southern edge of the catalyst project at the intersection of Standish Street and Mauldin Avenue, there are several vacant lots that back up to the railroad. These lots are not deep enough for newer market friendly homes. The catalyst would look to redevelop this corridor with new single-family and zero setback lot-line homes where the existing apartments exist and renovate or build new homes within the existing single-family fabric. A community pocket park would be developed on the smaller lots located at the Standish Street intersection. By introducing housing that resembles the existing neighborhood housing and reduces the amount of vehicular traffic within the area, the new homes will help stabilize this area. While the public space will provide an amenity area for the entire neighborhood, the immediate beneficiaries will be the existing residents of Mauldin Avenue.



Elliot Avenue

Catalyst 3-6 (Elliot Avenue)

Elliot Avenue is located at the northern boundary of Eau Claire High School. The street fronts the new athletic facilities for the high school and a new 1,200 seat performance theatre. The existing housing units along the northern side of Elliot Avenue facing the school are sub-standard and are not large enough to garner any significant private reinvestment opportunities. Unfortunately, this situation is typical of the majority of homes in Edgewood Acres. The catalyst for this project would create a joint City of Columbia and Richland County partnership focused on redeveloping Edgewood Acres with new single-family homes. The neighborhood has been designated as a Redevelopment Area. All parcels would need to be acquired for demolition and new construction. A typical catalyst strategy of “sprinkling” new homes throughout the neighborhood and renovating some existing homes would not change the perception of the neighborhood to outsiders and is not a viable solution. The new development will be a step in changing the image of Edgewood Acres while providing quality new homes for existing and future homeowners. Careful attention should be made to implementing new curb and gutter, sidewalks and street lighting to ensure the quality of the redevelopment of Elliot Avenue.



Farrow Road at Easter Street

Catalyst 4-2 (Farrow Road at Easter Street)

The catalyst site, located within the Greenview and North Columbia Civic Club neighborhood, is currently zoned residential. The site is vacant and is used as overflow parking for a neighborhood church. The large vacant lot causes a disturbance to the single-family character of the community. Other than during church services, the lot remains empty. The catalyst project would look to transform this vacant lot into a senior living facility. Small homes would be developed through a private/public partnership between the church and the City. As part of the public workshop, residents pointed out that there was a need for senior living facilities with the community. In addition, many workshop participants mentioned the desire to remain within their own neighborhoods for as long as possible. This facility could provide senior living facilities so older residents, unable to maintain their larger homes, can remain within their community. The new buildings would add a stabilizing influence along Farrow Road while buffering the existing single-family areas from the traffic volumes associated with the road.

Catalyst 4-3 (N. Main Street at Wilkes Road)

Wilkes road is a primary cut-through road from N. Main Street on the north to Farrow Road on the south. The site, located within the Greenview and North Columbia Civic Club neighborhood, is currently occupied by a small retail center, a newly renovated Fire Station and the Montieth School. The Montieth School was the first African American school in the community. The Montieth School is currently being renovated into a cultural center with community outreach programs. The catalyst for this site would be the redevelopment of the retail node into a more community focused retail and educational center. Although the existing retail development is outdated, the buildings could be renovated with new facades; the parking lot improved with shade trees and enhanced landscaping along its edges. By rehabilitating the property instead of beginning new construction, the catalyst could be more financially feasible. A pedestrian streetscape, along N. Main Street, would connect the retail node to the school. This intersection is the gateway to the Greenview neighborhood and would provide an identity for the Gateway Village. This project will be dependent on the success of the completion and preservation of the Montieth School. The long term sustainability of this node is also reliant on the future development of three large parcels to the south along N. Main Street. at the Mason Road intersection. This node will not be able to attract enough users to maintain its viability if an overwhelming amount of retail is developed.